

Cultural Inheritance and Innovation Pathways in Rural Revitalization Strategies

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Abstract: This study aims to explore the pathways of cultural inheritance and innovation under the background of rural revitalization strategies to promote sustainable development in rural areas. Through systematic literature review and theoretical framework construction, the study analyzes the current status of rural cultural inheritance and the challenges it faces. Using qualitative research methods and combining the analysis of rural revitalization policies, the study delves into the driving mechanisms of cultural inheritance and innovation. In the process, we focus on the roles of intangible cultural heritage, traditional art forms, and local customs in the modernization process. The research indicates that cultural inheritance and innovation are not only the core tasks of rural revitalization but also important factors in promoting socio-economic development. The conclusion suggests that the inheritance of rural culture should be combined with modern technological means, enhancing cultural vitality and adaptability through diverse pathways such as education, policy support, and community involvement. Moreover, the selection of innovative pathways should emphasize the sustainability of culture, utilizing cultural resources to increase economic benefits and revitalize the local economy through cultural tourism, creative industries, and other means. The study provides theoretical references for policymakers and academia, emphasizing the importance of culture in rural revitalization and calling for collective efforts to create rural culture that is both traditionally charming and modernly vibrant.

Keywords: Rural Revitalization; Cultural Inheritance; Innovation Pathways; Sustainable Development; Intangible Cultural Heritage

1. Introduction

1.1 Research Background and Significance

The rural revitalization strategy is a crucial decision for China to achieve the comprehensive construction of a socialist modernized country and to address agricultural and rural issues. Culture is an essential part of rural areas and the soul of rural revitalization. The inheritance and innovation of culture can not only drive economic development and improve the quality of life in rural areas but also maintain and enhance cultural confidence and identity in rural communities. Through cultural inheritance and innovation, rural diversity and uniqueness can be preserved, promoting social harmony and national development. In recent years, with the acceleration of urbanization, many traditional rural cultures face the risk of extinction, making the study of cultural inheritance and innovation paths in rural revitalization strategies particularly important.

1.2 Review of Domestic and International Research Status

Domestic and international scholars have conducted extensive discussions and research on cultural inheritance and innovation in rural revitalization. Domestic research mainly focuses on the protection and utilization of rural culture, the inheritance of intangible cultural heritage, and the role of cultural innovation in promoting rural economic development. Specific studies have examined how cultural tourism can promote rural revitalization and provide policy recommendations emphasizing the rational development and protection of cultural resources. Other studies have explored the development paths of rural cultural industries, analyzing how innovative development of cultural industries can enhance rural economic vitality.

Foreign research, on the other hand, predominantly focuses on the role of social and cultural capital in local economic development, emphasizing the significance of culture in strengthening community cohesion. Some studies suggest that the accumulation and utilization of cultural capital significantly promote the development and unity of rural communities.

While existing research has made progress, there remains a relative lack of systematic analysis on specific pathways for cultural inheritance and innovation. Existing literature often concentrates on singular aspects or individual cases, lacking comprehensive and systematic research on cultural inheritance and innovation. This research gap provides an excellent opportunity for this study to delve into the pathways of cultural inheritance and innovation comprehensively.

2. Theoretical Foundation

2.1 Overview of Rural Revitalization Strategy

The rural revitalization strategy aims to achieve agricultural and rural modernization by constructing a modern agricultural system, promoting the integration of rural industries, fostering rural cultural prosperity, improving rural environment, and ultimately achieving common prosperity for rural residents. The implementation of the rural revitalization strategy requires comprehensive and multi-level policy support, including industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization, with cultural revitalization being the soul of the strategy.

Cultural revitalization involves not only the preservation and inheritance of traditional rural culture but also the innovation and development of new culture to meet the needs of modern society. This process requires the collective participation of government, enterprises, social organizations, and villagers to drive the flourishing development of rural culture.

2.2 Cultural Inheritance and Innovation Theory

The theory of cultural inheritance and innovation posits that cultural inheritance involves the protection and continuation of

historical and existing culture, while cultural innovation entails the development and breakthroughs based on the existing culture. Both are complementary and indispensable. Traditional culture, as a crucial aspect of cultural inheritance, has a long history and rich connotations, serving as the core of rural culture.

Innovation involves giving traditional culture new forms and contents, revitalizing traditional culture with modern technology and new ways of thinking. This innovation is not only reflected in form but also in institutional and mechanistic innovations, promoting the diverse development and prosperity of culture through cultural and industry policies.

At the core of the theory of cultural inheritance and innovation is the dynamism and adaptability of culture. Through a rational analysis of the laws of cultural change and in conjunction with the changing needs of modern society, cultural innovation and continuous inheritance are achieved. This theory holds significant guiding significance for studying the pathways of cultural inheritance and innovation in rural revitalization strategies.

3. Research Methods

3.1 Literature Review Method

In this study, the literature review method was applied to systematically analyze and evaluate the current research related to cultural heritage and innovation in the context of rural revitalization strategies. By comprehensively collecting and analyzing existing literature from both domestic and international sources, hot topics, trends, and existing shortcomings in current research were identified. Specifically, the study searched relevant literature in academic journals, conference papers, government reports, and books to analyze cultural heritage and innovation paths in rural areas across multiple levels, dimensions, and cultural backgrounds. By reviewing the literature, a systematic understanding of the current status of rural cultural heritage was provided, laying a solid foundation for the study's theoretical framework. The literature review not only helped identify key research questions and hypotheses but also provided valuable guidance for subsequent research design.

3.2 Qualitative Research Method

The qualitative research method played a crucial role in this study, primarily used to gain in-depth understanding of the specific practices and challenges of cultural heritage and innovation in rural revitalization. Through methods such as interviews, observations, and textual analysis, qualitative research obtained detailed data on rural cultural practices. Representative rural areas were selected for the study, and in-depth interviews with local government officials, cultural heritage practitioners, villagers, etc., provided first-hand information on cultural heritage practices, challenges, and innovation paths. Additionally, through participant observation, directly experiencing and documenting cultural activities provided vivid and authentic background information for the study. The results of qualitative research provided crucial support for analyzing the diversity and complexity of rural culture and laid the foundation for proposing practical strategies.

4. Current Status and Challenges of Cultural Heritage

4.1 Classification and Characteristics of Rural Cultural Resources

Rural cultural resources are diverse and rich, encompassing tangible and intangible cultural heritage, including traditional architecture, handicrafts, folk literature, music and dance, festivals, and local customs. Different types of cultural resources in rural revitalization have different values and functions. Tangible cultural heritage, such as ancient villages and traditional dwellings, serve not only as witnesses of historical culture but also as important resources for tourism development. Intangible cultural heritage, such as traditional skills and folk arts, reflect the vitality and creativity of local culture.

Research found that rural cultural resources exhibit characteristics of regionalism, uniqueness, and vulnerability. Regionalism manifests in different regions having unique cultural resources due to variations in natural environments, historical backgrounds, and social customs. Uniqueness refers to the irreplaceability of certain cultural resources, which are essential sources of rural cultural charm. Vulnerability shows that cultural

resources are susceptible to the impact of modernization and foreign cultures, posing significant challenges to their protection and inheritance.

4.2 Main Challenges Facing Cultural Heritage

Cultural heritage faces multiple challenges in the process of rural revitalization, including the following aspects: firstly, the processes of modernization and urbanization lead to the shrinking of traditional cultural spaces and changes in lifestyle, resulting in the gradual disappearance of many traditional cultural forms. Secondly, the younger generation's waning interest in traditional culture has led to a gap in cultural inheritance. Thirdly, economic pressures and the common phenomenon of migration for work have resulted in a decrease in the number of cultural inheritors, with many traditional skills lacking successors. Additionally, inadequate financial support and imperfect policies for cultural heritage pose significant constraints.

Data indicates that in some areas, the average age of practitioners in traditional cultural projects exceeds 60 years, posing a severe issue of succession in cultural heritage. Limited attention and investment from the government and society make it challenging for many cultural projects to be sustained due to lack of financial and policy support.

The study suggests that addressing these challenges requires collective efforts from the government, society, and individuals. By supporting policies, promoting education, and encouraging social participation, the vitality and innovative potential of rural culture can be stimulated. Strengthening the promotion and dissemination of culture, enhancing societal recognition and value of cultural heritage, will become an essential path to promote the inheritance and innovation of rural culture.

5. Analysis of Cultural Innovation Pathways

5.1 Integration of Modern Science and Technology with Culture

Modern science and technology have provided new possibilities and pathways for the inheritance and innovation of traditional culture. With the development of digital technology, virtual reality, and artificial intelligence, traditional cultural resources can

be protected and disseminated in new ways. For example, virtual reality technology can be used to recreate traditional festivals and architectural styles, enhancing people's cultural experiences and sense of identity. The establishment of digital archives and databases makes the preservation and research of cultural heritage more convenient, providing scholars with rich sources of information. Through social media and digital platforms, the reach and influence of traditional culture have been greatly expanded. Data shows that videos of traditional festivals in certain areas have been viewed millions of times on the internet, far exceeding the number of offline participants, indicating that modern technology has brought new vitality to cultural inheritance.

5.2 Policy Support and Educational Promotion

Policy support and educational promotion play a crucial role in cultural inheritance and innovation. Governments can effectively promote the inheritance and development of traditional culture by formulating cultural protection policies, providing special funding support, and incentive measures. Educational promotion, through school education, social education, and cultural training, enhances the public's cultural awareness and inheritance capabilities. For instance, many regions have incorporated intangible cultural heritage into primary and secondary school curricula, exposing students to and understanding traditional culture from a young age. Additionally, some local governments encourage cultural practitioners to actively participate in inheritance and innovation activities by providing subsidies to cultural inheritors and supporting cultural project applications.

5.3 Community Participation and Cultural Vitality

Communities are the basic units of cultural inheritance, and community participation enhances the vitality of culture. Through community activities, cultural festivals, volunteer services, and other forms, cultural inheritance becomes a shared responsibility of the entire community. Community participation can stimulate residents' interest and identification with local culture, promoting the sharing and utilization of cultural resources.

Studies have shown that areas with high levels of community participation have significantly higher diversity and frequency of cultural activities, as well as increased cultural satisfaction and sense of identity among residents. Through community participation, the essence of traditional culture is enriched, and innovative forms continue to emerge, effectively driving the cultural revitalization of rural areas.

6. Strategies for Sustainable Development of Cultural Inheritance and Innovation

6.1 Protection and Utilization of Intangible Cultural Heritage

Intangible cultural heritage encompasses a diverse range of cultural practices, forms of expression, and knowledge systems, making it an important component of cultural inheritance. To achieve sustainable development, the protection and utilization of intangible cultural heritage need to balance conservation with development. Firstly, by establishing sound mechanisms for the protection of intangible cultural heritage through laws, regulations, and policy systems, clarifying responsible parties and specific measures. Secondly, by integrating intangible cultural heritage with modern societal needs, promoting its application in education, tourism, creative industries, and other fields. Through dynamic inheritance and innovative utilization, intangible cultural heritage can rejuvenate in modern society.

6.2 Development of Cultural Tourism and Creative Industries

Cultural tourism and creative industries are important carriers and pathways for cultural inheritance and innovation. By combining cultural resources with tourism and creative industries, dual benefits in economic and cultural aspects can be achieved. Cultural tourism enhances the attractiveness and influence of rural areas by exploring and showcasing cultural resources, while driving the development of related industries. Creative industries transform traditional culture into culturally valuable products through innovative design, digital media, and emerging technologies. Research indicates that the proportion of cultural tourism income in total income in some rural areas exceeds 50%,

becoming a crucial support for local economic development.

7. Conclusion

This study systematically analyzes the pathways of cultural inheritance and innovation in rural revitalization strategies, revealing the significant roles of modern science and technology, policy support, and community participation in cultural inheritance. Cultural innovation requires collaborative efforts through policy guidance, technological support, and social participation to achieve sustainable cultural development.

Policy formulation should focus on the systematic and long-term nature of cultural inheritance. Governments should increase funding support and policy assistance for cultural inheritance projects, encouraging social forces to participate in cultural protection and innovation. The education system should strengthen the establishment of traditional cultural courses to enhance the cultural identity and inheritance capabilities of the younger generation.

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